

Dear Partners,

Almost 70 percent of smokers want to quit smoking, but many try and fail. Friends and family can lend a helping hand by offering support and encouragement to the smokers in their lives. The National Cancer Institute is making it easier than ever to make a difference by letting a smoker know you care with the launch of its new campaign, *U & I: Unite 2 Quit*.

We are asking people of all ages to let smokers in their life know they care and encourage them to quit smoking with [Smokefree TXT](#). ***Unite 2 Quit will take place around the Great American Smokeout on November 15, a day when we can unite to help people quit smoking.***

We need your help in reaching out to your networks. You can help smokers and their support systems by participating in Unite 2 Quit in the following ways:

- Encourage friends and family of smokers to **send a free Unite 2 Quit e-card** to the smokers in their life urging them to sign up for SmokefreeTXT: <http://Smokefree.gov/Unite2Quit>.
- Promote and participate in the **#Unite2Quit Twitter chat on Tuesday, Nov. 13 at 2 p.m. EST**. NCI cessation experts will moderate a discussion with friends, family, and others who support their loved ones when they quit smoking, identifying what they can do to help.
- **Spread the word about Unite 2 Quit** with your social networks; link to our e-cards and web page:
 - **Suggested Tweet:** Let's #Unite2Quit! Know a smoker? Support them quitting by sending a @SmokefreeGov e-card to sign up for #SmokefreeTXT. 1.usa.gov/VN2jqZ
 - **Suggested Facebook Post:** Want to help a smoker quit? For the Great

American Smokeout, let's Unite 2 Quit! Visit the Unite 2 Quit web page & send a free e-card to a smoker you know, encouraging them to sign up for SmokefreeTXT 1.usa.gov/VN2jqZ.

Thank you for your support and participation in providing smokers with the information they need to be smokefree. Let's Unite 2 Quit!

Sincerely,

The Smokefree Team

smokefree.gov